

# Ayoub JAA – UX/Product Designer

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Paris (Remote) | English: Professional | French & Arabic: Native

## Professional Summary

UX/UI Designer with 7+ years of experience crafting meaningful, user-centered digital products. I help organizations (from corporations to nonprofits) transform complex needs into intuitive, accessible and efficient interfaces. Passionate about delivering real impact, I combine research, design and collaboration to improve both user experience and business outcomes. I thrive in remote, cross-functional teams where empathy, autonomy and structure meet.

## Professional Experience

### UX/Product Designer & Team Lead – GEODIS

Oct 2018 – Present | Remote / Levallois-Perret

- Reduced IT incidents by 97% by designing a web-based interface allowing Active Directory account creation directly by HR admins, eliminating errors and automating provisioning/deprovisioning.
- Enabled a 15–20% reduction in Office365 license costs by linking HR data with IT account management, ensuring licenses were revoked and reassigned correctly upon employee departure.
- Improved data quality by 40% through the creation of a real-time monitoring system for HR application flows, drastically reducing support tickets (tracked via ServiceNow).
- Established and led the internal IT HR support team, previously non-existent, resulting in faster, more reliable processing of HR-related IT requests.
- Managed a team of 3 designers, delivering scalable, high-impact internal tools used by multiple departments globally.
- Collaborated cross-functionally with HR managers, IAM experts, IT support leads, developers, product owners, and operations managers to co-design, validate, and deploy tools that aligned with real-world workflows.
- Wrote and maintained 100% of the internal UX documentation, including design patterns, onboarding guides, and error-handling logic to ensure long-term sustainability.
- Boosted user satisfaction from 85% to 92% through iterative feedback loops, continuous testing, and data-informed UX decisions.

### UX/UI Design Intern – Boursorama Banque

Feb 2018 – Aug 2018 | Boulogne-Billancourt

- Increased mobile feature adoption by 60% by designing a responsive deferred debit calendar that helped users plan their expenses more easily.
- Boosted multi-offer conversion by 15% through the creation of a mobile-first carousel improving the discoverability of financial products.
- These improvements were rolled out to a base of 2M+ customers, impacting over 500,000 daily users.
- Acted as a UX consultant, bringing fresh insights and influencing design decisions despite being an intern.
- Participated in usability testing, prototyping and design iterations in collaboration with product managers and developers within an agile environment.
- Advocated for clear, accessible UI components to serve a wide demographic (young adults, professionals, seniors).

### **Volunteer Product Designer – Institut Malik Ibn Anas**

Apr 2022 – Present | Remote

#### *Arabic Courses – Native Teacher-Parent App*

- Designed a mobile app from scratch to simplify communication between teachers and parents in Arabic classes.
- Conducted interviews, created personas and journey maps to capture user needs across both roles.
- Delivered mid-to-high fidelity prototypes focused on clarity, task completion (homework, absences, feedback), and mobile usability.
- App launched in March 2025 – satisfaction survey scheduled for June to evaluate early adoption and inform future design iterations.

#### *Hassanates – Donation Platform (Web + App)*

- Built a digital donation ecosystem from the ground up, tailored to a Muslim audience with spiritual and cultural considerations.
- Led UX research, interface design, and the creation of a zakat calculator, transparent donation history, and recurring gift flows.
- Developed a back-office admin panel for campaign creation and real-time fund monitoring.
- Application launched in May 2025 – analytics and impact assessment will follow the end of the current fundraising campaign in June.

## **Education**

Master's Degree in Human-Computer Interaction – Paris Saclay University / EIT Digital (2016 – 2018)

License Degree – IT-oriented HCI – Paris Saclay University (2015 – 2016)

DUT – IT-oriented HCI – IUT Orsay (2013 – 2015)

## **Skills**

### **UX & UI Design**

- User-Centered Design, Information Architecture, Wireframing (low → high fidelity), Prototyping
- Design Systems, Accessibility (WCAG), Responsive & Mobile-first Design

### **User Research**

- Interviews, Personas, Journey Mapping, Usability Testing, Surveys, Heuristic Evaluation

### **Tools & Tech**

- Figma, Axure, Adobe CC, Balsamiq, Miro, Matomo (analytics & A/B testing)
- HTML, CSS (basic), Power BI, Power Automate

### **Soft Skills**

- Cross-functional collaboration (HR, IT, PO, Devs)
- Leadership & team mentoring
- Remote facilitation & async communication

### **Languages**

- English – Professional
- French & Moroccan Arabic – Native
- Arabic – 2<sup>nd</sup> Year of University of Medina (online courses)